

MULTIMEDIA



UNIVERSITY

STUDENT ID NO

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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2018/2019

BMR 3164 – BRAND MANAGEMENT

(All sections / Groups)

4 MARCH 2019
9.00 a.m – 11.00 a.m
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This Question paper consists of 1 page with 4 Questions only.
2. Attempt ALL questions. All questions carry equal marks and the distribution of the marks for each question is given.
3. Please write all your answers in the Answer Booklet provided.

ANSWER ALL**Question 1**

- a. Give the definition of “Brand” from the perspective of American Marketing Association (AMA) and Keller K.L (the text book author that you are using for this subject). Briefly discuss how these two definitions differs.

(10 Marks)

- b. Briefly explain the four outcomes that can be observed when a brand resonates.

(15 Marks)

(Total: 25 Marks)

Question 2

Point of parity (POP) and point of difference (POD) are important concepts that makes a brand.

- a. What is POP and POD (Please use relevant examples in your answer)?

(20 Marks)

- b. POP and POD are used in brand positioning activities. Is this true? (Briefly explain your answer)

(5 Marks)

(Total: 25 Marks)

Question 3

- a. Briefly explain the concept of “Brand Salience”

(10M)

- b. “Brand salience is an important first step in building brand equity, but is usually not sufficient in and of itself. For most customers in most situations, other considerations, such as the meaning or image of the brand, also come into play.” Discuss this statement.

(15M)

(Total: 25 Marks)

Question 4

Using appropriate example, discuss how “The Brand-Product Matrix” can be used in designing “Brand Architecture Strategy”

(25 Marks)

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